

## Message Text

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PAGE 01      SOFIA 00789 200047Z  
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W  
-----200049Z 017081 /63

P R 181407Z APR 77  
FM AMEMBASSY SOFIA  
TO USDOC WASHDC PRIORIY  
INFO SECSTATE WASHDC 2731  
AMEMBASSY VIENNA

LIMITED OFFICIAL USE SOFIA 0789

VIENNA PLEASE PASS VONTILLIUS; USDOC: FOR DEP ASST SECY DOWNEY  
BEWT FROM AMB HERZ

E.O. 11652: NA  
TAGS: BEXP, BU  
SUBJECT: RECRUITING FOR PLOVDIV

REF: A. USDOC 776; B) SOFIA 0452

1. EMBASSY WOULD APPRECIATE RECEIVING UPDATE ON PROGRESS  
BEING MADE IN RECRUITING FOR PLOVDIV '77. REFTEL A INDICATED  
THAT "VERBAL COMMITMENTS" HAD BEEN OBTAINED FOR EIGHT BOOTHS  
AS OF MAR 19. THAT WAS ENCOURAGING AS OF A MONTH AGO, BUT  
IF IT IS WHERE MATTERS STAND NOW IT WOULD BE CH LESS SO.

2. EMBASSY CONCERNS ARE THREEFOLD. FIRST, TIME IS PASSING  
AND COMPANIES THAT WILL PARTICIPATE WILL OF NECESSITY HAVE  
TO MAKE FIRM COMMITMENT WITHIN NEXT FEW WEEKS FOR THEIR OWN  
ADVANCE PLANNING. SECOND, ALTHOUGH WE UNDERSTAND REASONS  
FOR CHOICE OF 1977 THEME (GENERAL INDUSTRIAL AND AGICUL-  
TURAL EQUIPMENT) IN PLACE OF BULGARIAN PREFERENCE, MACHINE  
TOOLS (REF B), WE ARE NONETHELESS CONCERNED THAT ITS GENERAL  
CHARACTER MAY MAKE RECRUITMENT MORE DIFFICULT, WITH COMPANIES  
SHYING AWAY FROM UNFOCUSSED EXHIBIT. IF RECRUITMENT IS  
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PAGE 02      SOFIA 00789 200047Z

MORE DIFFICULT, IT IS THUS INCUMBENT ON ALL OF US WORK EVEN  
HARDER ON IT AT THIS STAGE OF THE GAME. THIRD, TERM "VERBAL  
COMMITMENTS" HAS SLIGHTLY AIRY QUALITY ABOUT IT THAT MAKES  
US NERVOUS.

3. EFFECTIVE US PARTICIPATION IN PLOVDIV REMAINS AS HIGH A  
PRIORITY IN INCREASING US SALES TO BULGARIA AS IN PAST YEARS.

US SALES TO BULGARIA FROM 1975 TO 1976 SHOWED ANOTHER HEFTY 8PERCENT RISE. HIGH RANKING BULGARIAN OFFICIALS CONTINUE TO STRESS TO ME IMPORTANCE OF US PRESENCE AT FAIR BOTH IN GENERAL CONTEXT OF IMPROVING TRADE RELATIONS BETWEEN COUNTRIES AND IN ADVANCING INTERESTS OF SPECIFIC US FIRMS REPRESENTED. WE ASK, IN STRONGEST TERMS, THAT NEXT FEW WEEKS BE DEVOTED TO ALL-GUNSLAZING USDOC EFFORT TO RECRUIT FOR PLOVDIV.

4. TWO POSSIBLE SPECIFIC LEADS:

A. CARLO BETTI OF CHEMICO CHEMICALS PHONED EMBASSY FROM BRUSSELS TO SAY HIS COMPANY IS PROBABLY INTERESTED IN EXHIBITING AND THAT HE IS PLANNING TRIP TO SOFIA FOR THAT PURPOSE. BETTI IS LOCATED IN BRUSSELS (733-2095 G EEAQTYPLM SUGGEST USDOC CONTACT HIM OR CHEMICO/US.

B. BRUNO E. STRAUB, EE REGIONAL MANAGER, VIENNA (0222 36-61-16) AND OLIVER I. BAILY, COMMERCIAL DEVELOPMENT MANAGER, CINCINNATI (513 841-8347) OF CINCINNATI MILACRON INDICATED TO BUZZ PIGGOT OF USDOC IN SOFIA IN MARCH THAT MILACRON MIGHT BE PROSPECT FOR PLOVDIV.  
HERZ

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NNN

## Message Attributes

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**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
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**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:** 25 YEAR REVIEW  
**Disposition Date:** 22 May 2009  
**Disposition Event:**  
**Disposition History:** n/a  
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**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
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**Original Handling Restrictions:** n/a  
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**Reference:** 77 SOFIA 452  
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**TAGS:** BEXP, BU  
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**Review Markings:**  
Margaret P. Grafeld  
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